



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 1336365

Schedule Dates 10/02/12-10/08/12
Advertiser American Crossroads (41509)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand CANDIDATE ADVERTISING (461666)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 1775
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments AMER CROSSROADS 10/2

Date Entered 07/11/12
Last Modified
Entered By Nancy Britton
CO-OP No
Headline # 06225498
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,405.00
Net Total \$36,295.00
Sales Tax

West Palm Beach (WPEC)	Spots	Rate
By Broadcast Month	68	\$42,700.00
Oct 2012	68	\$42,700.00
Grand Total:	68	\$42,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) on credit hold / SPOT	10/02/12-10/05/12	3	:30	11A-12P (EST)	4		X	X	X	X			4	\$300.00	\$1,200.00	West Palm Beach (WPEC)		7/13/12
Est 2.0	Unapproved (NewL) on credit hold / SPOT	10/02/12-10/05/12	3	:30	4P-5P (EST)	4		X	X	X	X			4	\$375.00	\$1,500.00	West Palm Beach (WPEC)		7/13/12
Est 3.0	Unapproved (NewL) on credit hold / SPOT	10/02/12-10/05/12	3	:30	5P-5:30P (EST)	6		X	X	X	X			6	\$500.00	\$3,000.00	West Palm Beach (WPEC)		7/13/12
Est 4.0	Unapproved (NewL) on credit hold / SPOT	10/02/12-10/05/12	3	:30	5:30P-6P (EST)	6		X	X	X	X			6	\$500.00	\$3,000.00	West Palm Beach (WPEC)		7/13/12
Est 5.0	Unapproved (NewL) on credit hold / SPOT	10/02/12-10/05/12	3	:30	7:30P-8P (EST)	4		1	1	1	1			4	\$450.00	\$1,800.00	West Palm Beach (WPEC)		7/13/12
Est 6.0	Unapproved (NewL) on credit hold / SPOT	10/02/12-10/05/12	3	:30	11:35P-12:35A (EST)	8		2	2	2	2			8	\$300.00	\$2,400.00	West Palm Beach (WPEC)		7/13/12
Est 7.0	Unapproved (NewL) on credit hold / SPOT	10/02/12-10/07/12	3	:30	11P-11:35P (EST)	6		X	X	X	X	X		6	\$750.00	\$4,500.00	West Palm Beach (WPEC)		7/13/12
Est 8.0	Unapproved (NewL) on credit hold / Prime	10/02/12-10/02/12	3	:30	8P-CBS NCIS (Tuesday)	1		1						1	\$4,000.00	\$4,000.00	West Palm Beach (WPEC)		7/13/12
Est 9.0	Unapproved (NewL) on credit hold / Prime	10/04/12-10/04/12	4	:30	9P-CBS Person of Interest (Thursday)	1				1				1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		7/13/12

CONFIRMATION CONTRACT

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By Broadcast Month
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Grand Total: 68 \$42,700.00

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Est 10.0	Unapproved (NewL) on credit hold / SPOT	10/06/12-10/06/12	4	:30	7A- 9A (EST)							2		2	\$150.00	\$300.00	West Palm Beach (WPEC)		7/13/12
Est 11.0	Unapproved (NewL) on credit hold / Prime	10/06/12-10/06/12	3	:30	8P- 10P (EST)							2		2	\$1,000.00	\$2,000.00	West Palm Beach (WPEC)		7/13/12
Est 12.0	Unapproved (NewL) on credit hold / Prime	10/06/12-10/06/12	2	:30	10P- CBS-48 Hours Mystery (Saturday)							1		1	\$1,200.00	\$1,200.00	West Palm Beach (WPEC)		7/13/12
Est 13.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	7A- 8A (EST)							1		1	\$150.00	\$150.00	West Palm Beach (WPEC)		7/13/12
Est 14.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	8A- 9A (EST)							1		1	\$200.00	\$200.00	West Palm Beach (WPEC)		7/13/12
Est 15.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	9A- 10:30A (EST)							1		1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 16.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	2	:30	10:30A- 11:30A (EST)							1		1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 17.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	7P- 8P (EST)							1		1	\$4,000.00	\$4,000.00	West Palm Beach (WPEC)		7/13/12
Est 18.0	Unapproved (NewL) on credit hold / Prime	10/07/12-10/07/12	3	:30	9P- CBS-The Good Wife (Sunday)							1		1	\$2,300.00	\$2,300.00	West Palm Beach (WPEC)		7/13/12

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By Broadcast Month: Spots Rate
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Est 19.0	Unapproved (New!) on credit hold / Prime	10/07/12-10/07/12	4	:30	10P- CBS-The Mentalist (Sunday)								1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 20.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	9A- 10A (EST)		1							1	\$225.00	\$225.00	West Palm Beach (WPEC)		7/13/12
Est 21.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	11A- 12P (EST)		1							1	\$300.00	\$300.00	West Palm Beach (WPEC)		7/13/12
Est 22.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	4P- 5P (EST)		1							1	\$375.00	\$375.00	West Palm Beach (WPEC)		7/13/12
Est 23.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	4	:30	5P- 6:30P (EST)		2							2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 24.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	5:30P- 6P (EST)		2							2	\$550.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 25.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	7:30P- 8P (EST)		1							1	\$450.00	\$450.00	West Palm Beach (WPEC)		7/13/12
Est 26.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	11:35P- 12:35A (EST)		2							2	\$300.00	\$600.00	West Palm Beach (WPEC)		7/13/12
Est 27.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	11P- 11:35P (EST)		2							2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		7/13/12

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Est 28.0	Unapproved (New), on credit hold / SPOT	10/02/12-10/05/12	3	:30	9A-10A (EST)	4		X	X	X	X			4	\$225.00	\$900.00	West Palm Beach (WPEC)		7/13/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

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Comments:

I. Stephanie Maroney

American Crossroads
1401 New York Avenue Suite 1200
Washington, DC 20005
Treasurer: Margee Clancy

Total Charges: \$42,700⁰⁰

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ **Yes**☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8/31/12 Steph Mung 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Lillie K. Roberts Lillie K. Roberts Sales Director
Signature Printed Name Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: American Crossroads PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Emily Morrison
Candidate Manager Agency Committee (circle one)

ADDRESS: Crossroads Media - Alexandria
44 Canal Ctr. Plaza, Suite 555
Alexandria, VA 22314

PHONE: _____ FAX: _____

EMAIL: _____

Information Requested: AVails & Rates

Final Disposition: Order Placed \$42,700⁺

If Committee, list officers and position: Treasurer: Margee Clancy

TAKEN BY: Cheerl Blair / DATE: _____ TIME: _____
T Rep Wash